

## CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 968706 /		<u>Alt Order #</u> 06399964
<u>Product</u> Issue		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 1322 CROSSROADS G
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 18	KOAT	11/02/12	11/02/12	SHARK TANK	8-9p		:30			NM	2	\$5,200.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOAT	10/29/12-11/04/12	SHARK TANK	8-9p	-----F----	:30		<del>\$2,300.00</del>	NM		
	See MG 18.2, 18.3											
	2	KOAT	11/03/12-11/03/12	College Football	10a-130p	-----Sa--	:30		\$2,200.00	NM		
	Ⓜ MG for 20.1, 18.1											
	3	KOAT	11/03/12-11/03/12	Action 7 News @ 10p Sal	10-1035p	-----Sa--	:30		\$3,000.00	NM		
	Ⓜ MG for 20.1, 18.1											
N 20	KOAT	11/02/12	11/02/12	20/20	9-10p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,900.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOAT	10/29/12-11/04/12	20/20	9-10p	-----F----	:30		<del>\$2,900.00</del>	NM		
	See MG 18.2, 18.3											
<b>Totals</b>											95	\$104,600.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/05/12	95	\$104,600.00	\$88,910.00	\$6,223.70	\$95,133.70
<b>Totals</b>	95	\$104,600.00	\$88,910.00	\$6,223.70	\$95,133.70

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 969484 /		<u>Alt Order #</u> 06401403
<u>Product</u> Issue		
<u>Contract Dates</u> 11/01/12 - 11/05/12		<u>Estimate #</u> 1337 CROSSROADS G
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:  
  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 29	KOAT	11/01/12	11/01/12	The View 10-11a	10-11a		:30			NM	1	\$1,050.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	---	1---				1	\$550.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOAT	10/29/12-11/04/12		The View 10-11a	10-11a	----Th-----	:30		\$550.00	NM		
See MG 29.2												
2	KOAT	11/04/12-11/04/12		Action 7 News @ 1030p Sun 1030-1105p		-----Su	:30		\$1,050.00	NM		
Ⓜ MG for 30.1,29.1												
N 30	KOAT	11/01/12	11/01/12	Nightline	1105-1135p		:30			NM	0	\$0.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	---	1---				1	\$500.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOAT	10/29/12-11/04/12		Nightline	1105-1135p	----Th-----	:30		\$500.00	NM		
See MG 29.2												
E 31	KOAT	11/02/12	11/02/12	Kimmel	1135p-1235a		:30			NM	1	\$200.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	----	1--				1	\$200.00			
E 32	KOAT	11/02/12	11/02/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	----	1--				1	\$250.00			
E 33	KOAT	11/02/12	11/02/12	Ellen 3-4p	3-4p		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	----	1--				1	\$400.00			
E 34	KOAT	11/02/12	11/02/12	Dr Oz	4-5p		:30			NM	1	\$700.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

Contract / Revision	All Order #
969484 /	06401403

Contract Dates	Product	Estimate #
11/01/12 - 11/05/12	Issue	1337 CROSSROADS GPS

Advertiser	Original Date / Revision
Crossroads GPS	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----1-- 1 \$700.00												
E 35	KOAT	11/02/12	11/02/12	5a A7N More In The AM	5-6a		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----1-- 1 \$500.00												
E 36	KOAT	11/02/12	11/02/12	6a A7N More In The AM	6-7a		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----1-- 1 \$1,200.00												
E 37	KOAT	11/02/12	11/02/12	Good Morning America	7-9a		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----1-- 1 \$900.00												
E 38	KOAT	11/02/12	11/02/12	Live with Regis & Kelly	9-10a 9-10a		:30			NM	1	\$400.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----1-- 1 \$400.00												
<b>Totals</b>											<b>37</b>	<b>\$20,700.00</b>

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/05/12	37	\$20,700.00	\$17,595.00	\$1,231.65	\$18,826.65
<b>Totals</b>	<b>37</b>	<b>\$20,700.00</b>	<b>\$17,595.00</b>	<b>\$1,231.65</b>	<b>\$18,826.65</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Crossroads GPS (Grassroots Policy Strategies)</div>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Crossroads GPS

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> <b>Yes</b>	<input checked="" type="checkbox"/> <b>No</b>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
 Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/31/12 [Signature] 703-299-1760  
 Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] Beth Pfefferle NSM  
 Signature Printed Name Title